

THE

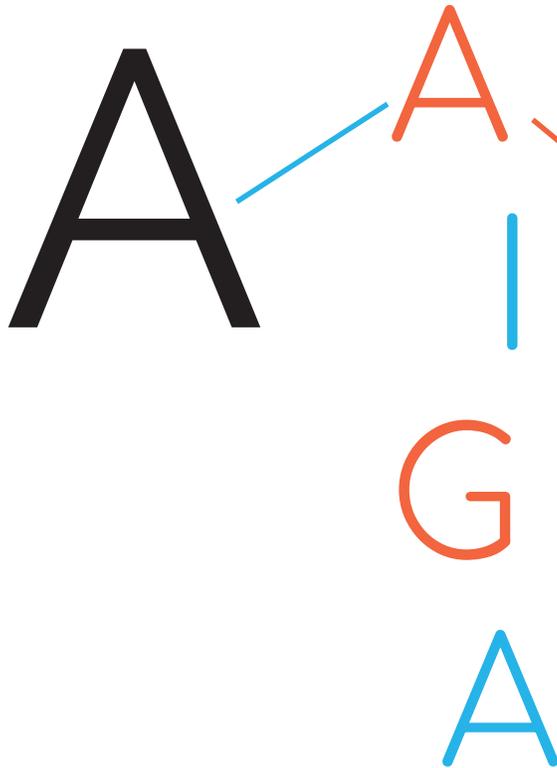
A

B

C's

-Carl Fetus

of typography



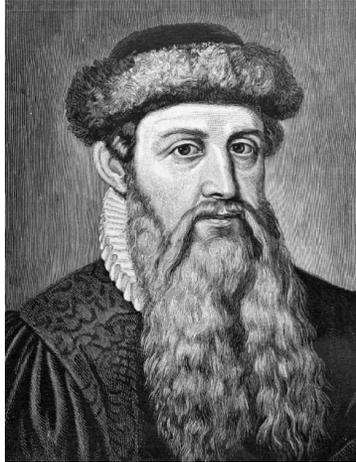
The American Institute of Graphic Arts (AIGA) is

a professional organization for design. Its members practice all forms of communication design, including graphic design, typography, interaction design, branding and identity. The organization's aim is to be the standard bearer for professional ethics and practices for the design profession. There are currently over 22,000 members and 73 chapters, and more than 200 student groups around the United States.

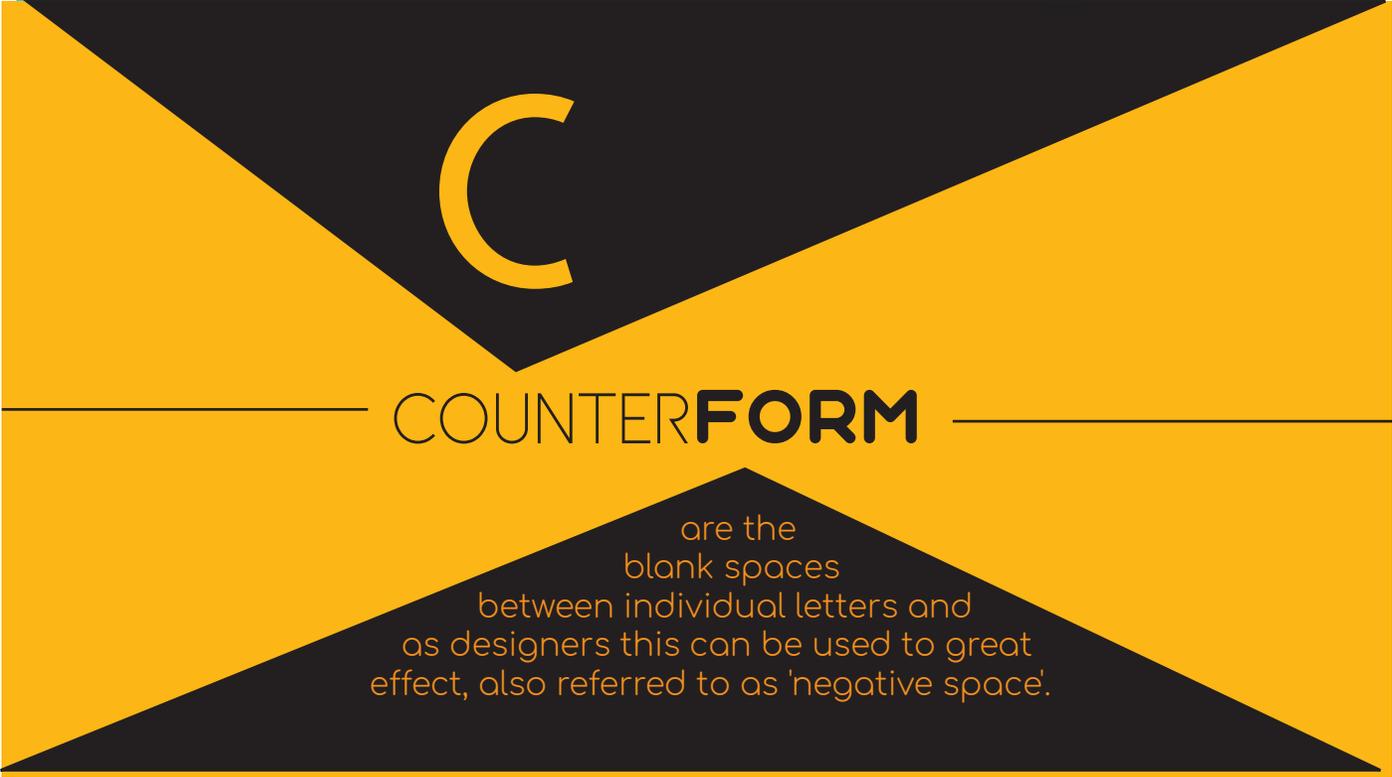
Black

Black letter, also called Gothic script or Old English script, in calligraphy, a style of alphabet that was used for manuscript books and documents throughout Europe—especially in German-speaking countries—from the end of the 12th century to the 20th century.

Letter



Johannes Gutenberg popularized Blackletter through the Gutenberg Bible.



C

COUNTER**FORM**

are the
blank spaces
between individual letters and
as designers this can be used to great
effect, also referred to as 'negative space'.

Display

D

A DISPLAY TYPEFACE IS A TYPEFACE THAT IS INTENDED FOR USE AT LARGE SIZES FOR HEADINGS, RATHER THAN FOR EXTENDED PASSAGES OF BODY TEXT.

DISPLAY TYPEFACES WILL OFTEN HAVE MORE ECCENTRIC AND VARIABLE DESIGNS THAN THE SIMPLE, RELATIVELY RESTRAINED TYPEFACES GENERALLY USED FOR BODY TEXT.

TYPE SET LARGER THAN 14 POINT IS USUALLY CONSIDERED TO BE DISPLAY TYPE, WHETHER IT APPEARS ON A BILLBOARD OR POSTER, A BOOK JACKET OR OTHER PACKAGING, OR AN ADVERTISEMENT IN A MAGAZINE. ALSO KNOWN AS HEADLINE TYPE, ITS OBJECTIVE IS TO ATTRACT AND HOLD A VIEWERS ATTENTION.

DISPLAY TYPE, ON THE OTHER HAND, CAN FORGO THE EXTREME LEGIBILITY AND READABILITY NEEDED FOR LONG BLOCKS OF TEXT AT SMALL SIZES IN FAVOR OF A STRONGER VOICE, MORE ELABORATE AND EXPRESSIVE SHAPES, AND A MORE DISTINCTIVE LOOK.

TAKE INSPIRATION FROM OTHER GENRES OF LETTERING, SUCH AS HANDPAINTED SIGNS, CALLIGRAPHY OR AN AESTHETIC APPROPRIATE TO THEIR USE, PERHAPS ORNAMENTED, EXOTIC, ABSTRACTED OR DRAWN IN THE STYLE OF A DIFFERENT WRITING SYSTEM.

An ellipsis, is a punctuation mark consisting of three dots. Use an ellipsis when omitting a word, phrase, line, paragraph, or more from a quoted passage. Ellipses save space or remove material that is less relevant.

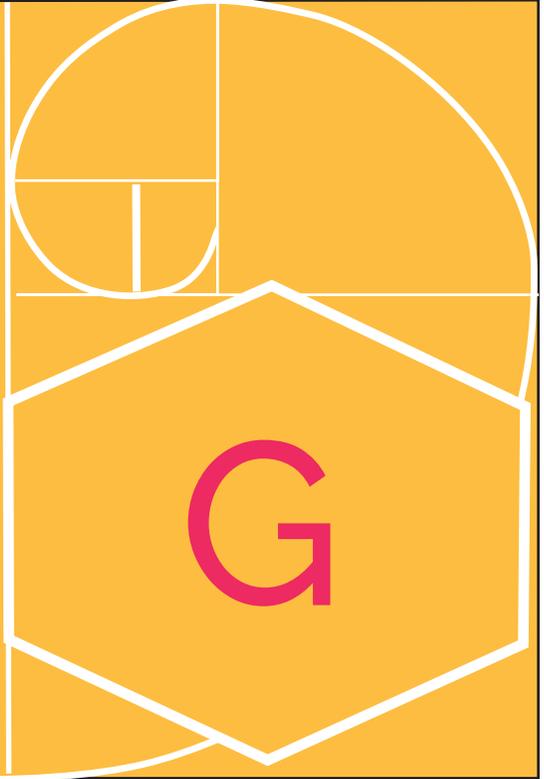
li

ps

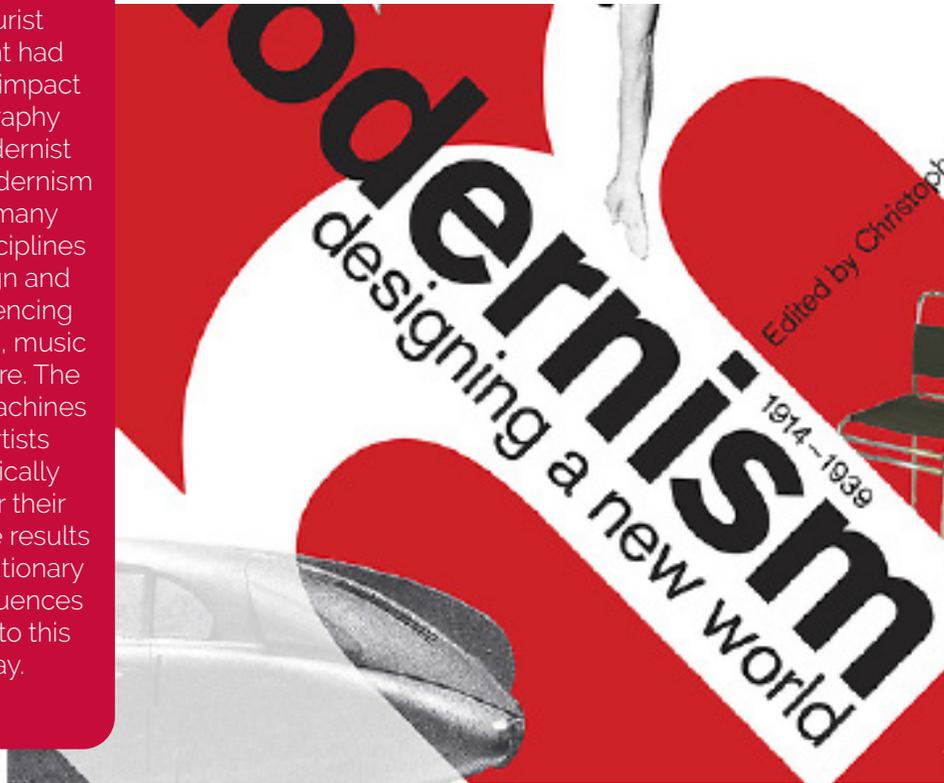
is

Golden Grid

The golden grid is also called the golden mean or golden section. Other names include extreme and mean ratio, medial section, divine proportion, divine section (Latin: *sectio divina*), golden proportion, golden cut, and golden number.



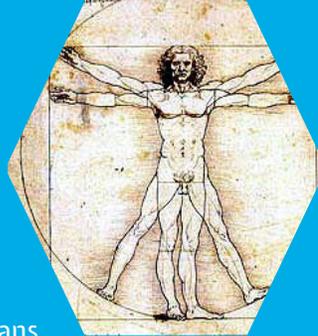
The Futurist movement had the largest impact on typography of the modernist schools. Modernism covered many creative disciplines from design and art to influencing architecture, music and literature. The power of machines forced artists to strategically reconsider their practice, the results were revolutionary and still influences designers to this very day.



Designers of the era of Modernism abided to strict, structured grid system with emphasis on negative space, just as important was the use of clean sans-serif type. The idea was to create strong graphics that were against commercialism, greed and cheapness. Typical typefaces used in the Modernism era include Franklin Gothic, Monotype Grottesque, Futura, and Helvetica Neue.

H

UMANISM



Whether serif or sans, humanist fonts tend to look more like they are done by a human hand, with a natural, organic expanding and contracting of the strokes as if the letters were drawn calligraphically. They tend to have an axis that resembles calligraphy that is drawn at an angle with a pen nib.

Other characteristics of Humanist typefaces are small x-height, and low contrast between strokes. You'll often see classic and traditional things printed with a humanist serif typeface, like books and articles. The font in the image above (Adobe Garamond) is a Humanist serif typeface.

So what exactly is a TYPEFACE...?

Well by definition: A particular design of type

UUUGH! NOT A REALLY FUN WAY TO PUT!

Typefaces, are a **FUN**-demental part of communication design. Type doesn't just make things cooler, it makes things **SUPER-DUPER** EFFICIENT! It's like everywhere you look.

They break, and they break

They got rules, and breaking them are considered type crimes.

Yiiiikkkeees!

1. Don't mix too many types!!

T

Typeface

X — HEIGHT

A red vertical arrow with a circular base at the bottom and a triangular head at the top. The base is positioned on a solid black horizontal line representing the baseline. The head is positioned on a dashed black horizontal line that aligns with the top of the lowercase letter 'x' in the word 'HEIGHT' above. A short red horizontal line extends from the middle of the arrow to the left, pointing towards the text box.

In typography, x-height is the distance between the baseline of a line of type and tops of the main body of lower case letters (i.e. excluding ascenders or descenders). The x-height is a factor in typeface identification and readability.

I value constructive criticism and the growth that is compounded from it. I love putting together visual components just as Sherlock Holmes puts together a case. Piecing together different realms is immensely satisfying when the final centerpiece, influence, or detail is integrated. Leaving the mentor, disciple, colleague, friend, or fan speechless is a hobby for me. I breathe to take the breath of the consumer away. This thinking comes from my deep appreciation for authentic creativity, dedication to the craft, and understanding the layers of artistry. I am moved by the grit of the guitar, the passion under the pen, aestheticism of the art, and the memory of the moment. I am a believer of trusting your society. Embracing it, not rejecting it. Everyone has the ability to contribute to our cultures and with each contribution global compassion is little closer to achievement. A cycle of individual and collective growth, is the only thing I want to sell.

